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# Consumer PURCHASES OF FRUITS AND JUICES

in November  
1952



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
AND  
FRUIT AND VEGETABLE BRANCH  
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.  
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## FOREWORD

This report presents data on consumer purchases during November 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Note: Beginning with the October 1952 issue of this report, the method of projecting purchases by the national consumer panel families to a U. S. total basis was changed. This resulted in slightly higher figures for U. S. purchases of lemons and grapefruit, and a somewhat higher total for oranges as compared with the previous method. This should be considered in comparing fresh fruit purchases with those of periods prior to October 1952.

CONSUMER PURCHASES OF FRUITS AND JUICES  
IN NOVEMBER 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders during November 1952 bought 6,156,000 boxes of oranges in the forms of fresh fruit and canned or frozen orange juice. This total was 8 percent above a year earlier, with all of the increase coming from purchases of frozen juice. The volume of fresh oranges purchased was almost one-fourth below a year ago and purchases of canned juice were almost unchanged. Frozen concentrated juice accounted for 47 percent of the oranges bought (fresh equivalent basis). Fresh oranges made up 37 percent of the total and canned juice 16 percent. In November a year earlier, frozen juice accounted for 35 percent of the fresh equivalent total and fresh oranges 47 percent. The prices consumers paid for oranges and for frozen and canned juice averaged lower than a year ago, especially for the frozen product. Retail prices for frozen juice averaged 16.3 cents per 6-ounce can in November 1952, well below the 19.7 cents of a year earlier.

Consumers bought 1,240,000 boxes of fresh grapefruit during November, slightly more than a year ago. They paid an average of 91 cents per dozen for grapefruit in November, about 3 cents less than a year earlier. Purchases of canned grapefruit juice by householders were equal to 875,000 cases of No. 2 cans, 12 percent less than a year ago. Prices consumers paid for grapefruit juice during the month—about 24 cents per 46-ounce can—were unchanged from November last year.

Householders bought the equivalent of 276,000 boxes of lemons in the forms of bottled and canned lemon juice, lemonade bases, and fresh lemons during November. This total was slightly more than in November a year earlier, owing to larger purchases of bottled and canned juice. Purchases of both fresh lemons and lemonade bases were slightly below a year ago.

Householders bought 7,109,000 cases of canned single strength juices during November, practically the same as in the previous month but 5 percent less than in November last year.

They bought 5,353 tons of dried prunes during November, slightly more than a year earlier. Prices paid averaged about one-half cent per pound higher than in October. Household purchases of prune juice, equal to 399,000 cases of No. 2 cans, were 10 percent more than in November 1951. Prices paid were unchanged at about 32 cents per 32-ounce bottle.

Householders bought 479 tons of dried apricots during November. The quantity bought was almost one-fourth below a year earlier, reflecting in part the fact that retail prices were 18 percent higher than in November 1951. Purchases of dried peaches by householders during the month totaled 270 tons, about the same as in October.

### FROZEN JUICES AND ADE BASES

Purchases of frozen concentrated orange juice by householders during November 1952 amounted to 3,929,000 gallons, almost unchanged from the preceding month (fig. 4). November was the seventh consecutive month that purchases have remained at approximately this level. During the 7-month period, however, the prices householders paid rose from an average of 14.8 cents per 6-ounce can to an average of 16.3 cents. With prices higher, the proportion of families buying frozen concentrated orange juice during this period has remained nearly constant at about 27 percent.

Household purchases of frozen concentrated grape juice were about the same during November as in the preceding month--160,000 gallons (table 2). This was only about half as much as was bought last July but was an increase of 45 percent over purchases during November 1951. Prices consumers paid for frozen concentrated grape juice averaged 22.4 cents per 6-ounce can, almost unchanged from the previous month or November a year ago.

Purchases of frozen lemonade base totaled about 110,000 gallons during November, a substantial decline from the previous month and only slightly more than in November of last year (table 2). Prices consumers paid were almost unchanged at 17 cents per 6-ounce can. Prices paid by householders have been at about this level for the past 4 months.

### CANNED JUICES

Consumers bought a total of 7,109,000 cases (equivalent No. 2 cans) of canned single strength juices of all kinds during November 1952, about the same as in the preceding month but slightly less than a year ago.

Householders reported purchasing 1,412,000 cases (equivalent No. 2 cans) of canned single strength orange juice, slightly more than in the preceding month or in November last year, even though retail prices averaged higher by a little over 1 cent per 46-ounce can (fig. 5). The average price paid was almost 30 cents per can, about the same as for pineapple juice and 2 cents higher than for tomato juice. The families who bought orange juice during the month purchased the equivalent of approximately 2-1/4 of the 46-ounce cans per family, practically the same as a year earlier. About 13 percent of all families made orange juice purchases during the month compared with 14 percent in November 1951.

Canned grapefruit juice purchases by householders during November totaled 875,000 cases (equivalent No. 2 cans), the smallest reported for November since this series began in 1949 (fig. 5). Prices paid by householders averaged 23.6 cents per 46-ounce can, practically the same as a year earlier. About 9 percent of all families made purchases during the month.

Householders reported purchases of 393,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice. This was 18 percent less than the total for November last year. Householders paid an average of almost 28 cents per 46-ounce can (fig. 5).

Consumers bought the equivalent of 51,000 cases of No. 2 cans of bottled and canned lemon juice during November, 19 percent more than in the same month a year ago (table 1). This increase was the result of both a larger number of families purchasing canned lemon juice and larger purchases per family. With one exception, purchases each month during the past season have been larger than those for the same month a year earlier. Prices paid by householders averaged about 11 cents per  $5\frac{1}{2}$ -ounce can during November, about 1 cent more than a year earlier.

Householders bought 1,739,000 cases (equivalent No. 2 cans) of tomato juice during November, an increase of 19 percent from a year earlier. Consumers paid an average of almost 28 cents per 46-ounce can for tomato juice during November, the same as a year earlier.

Purchases of pineapple juice by householders in November amounted to 1,209,000 cases, 28 percent below the record high of November a year ago (table 1). Consumers paid about 30 cents per 46-ounce can for pineapple juice during the month.

Prune juice purchases by householders in November were equal to 399,000 cases of No. 2 cans (fig. 9). This represented a decline from the high level reported for the preceding month but was 10 percent more than the volume purchased in November last year. About 6 out of 100 families purchased prune juice during the month and they bought an average of almost 2 of the 32-ounce bottles at an average price of 32 cents per bottle.

#### FRESH CITRUS FRUIT

Householders bought 2,240,000 boxes of oranges during November 1952, slightly less than in November of the 3 preceding years (fig. 1). Their purchases of both Florida and California-Arizona oranges during the month were somewhat less than in November last year. Prices paid also were moderately lower, averaging 42 cents per dozen for California-Arizona oranges and 30 cents for Florida oranges (fig. 6). Only 16 out of every 100 families bought California-Arizona oranges during November, the smallest proportion in any month since this series began in October 1949. A year ago, 24 families out of 100 bought California-Arizona oranges. Florida oranges were bought by 19 out of 100 families during the month, 1 or 2 families per 100 fewer than in November of the 3 preceding years (table 3).

Householders reported buying 1,240,000 boxes of grapefruit during November, up 5 percent from a year earlier. Prices paid averaged 91 cents per dozen, almost 3 cents less than in the same month a year ago (fig. 7). Grapefruit were bought by 26 of every 100 families during the month, the same proportion as a year ago.

Tangerine marketings increased in November. Purchases by householders totaled 63,000 boxes during the month, almost the same as a year ago. Consumers paid an average of 47 cents per dozen for tangerines, up 2 cents from a year earlier. Consumers bought 184,000 boxes of lemons during November at an average price of 45 cents per dozen (fig. 8). Both the volume of lemons purchased and the average of prices paid were slightly below a year earlier. Purchases of lemons in

all forms, on a fresh equivalent basis, slightly exceeded those of November last year (fig. 3). The minor declines in purchases of fresh lemons and lemonade bases were offset by larger purchases of bottled and canned lemon juice, as was also the case in October.

#### DRIED FRUIT

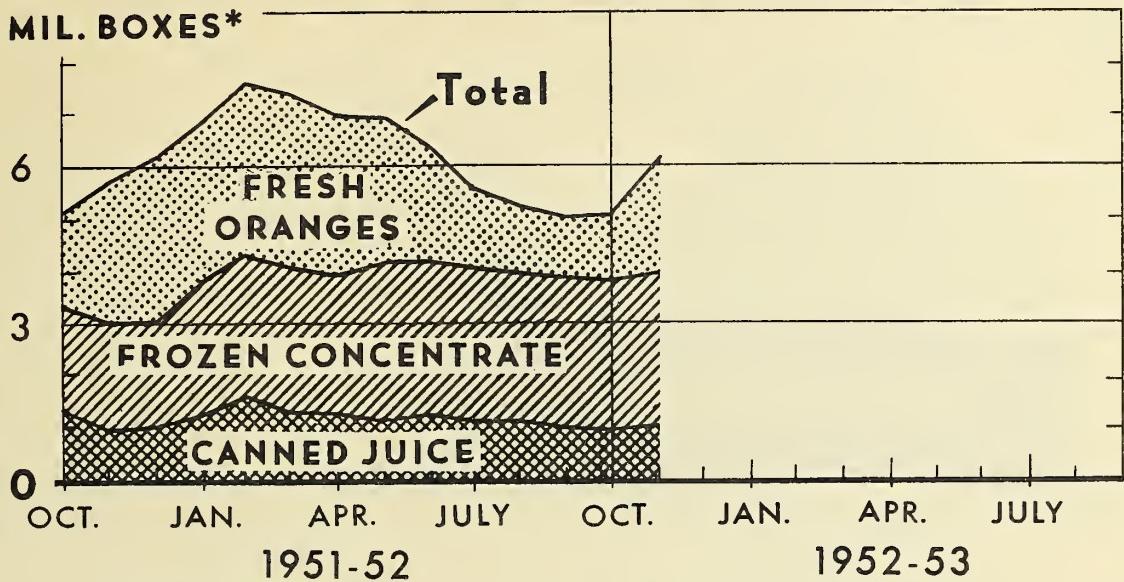
Household purchases of dried prunes totaled 5,353 tons in November, up about one-sixth from October, and slightly more than in November a year ago. The proportion of families buying dried prunes in November--13 percent--represented an increase of 2 percentage points over October but was about the same proportion that bought in November last year (fig. 9). Prices consumers paid averaged 25.3 cents per pound, up a half cent from October, but a half cent below the November 1951 average.

November purchases of dried apricots by household consumers totaled only 479 tons, 23 percent less than the amount bought during the same month of the preceding year (table 4). Higher prices for dried apricots were an important factor in the decline. Consumers paid an average of 68.8 cents per pound for dried apricots during November, 10 cents more than in November a year earlier. This represented an even greater rise from a year earlier than was reported in October. The percent of families buying dried apricots--2.5 percent--was also below a year ago.

Householders bought about 270 tons of dried peaches during November at an average price of 41.8 cents per pound. About the same amount was purchased in October.

Purchases of dates by householders amounted to 3,791 tons during November, almost unchanged from a year ago. Dates identified as domestic accounted for 1,716 tons and imported dates 1,273 tons, while the remainder was not identified as to origin (fig. 10). The same proportion of all families bought domestic dates--5.4 percent as in November 1951. Prices paid for dates averaged as follows: domestic dates, 29.9 cents per pound; imported dates, 44 cents per pound. At these levels, prices consumers paid for domestic dates were nearly the same as a year earlier, while prices paid for imported dates were down slightly.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

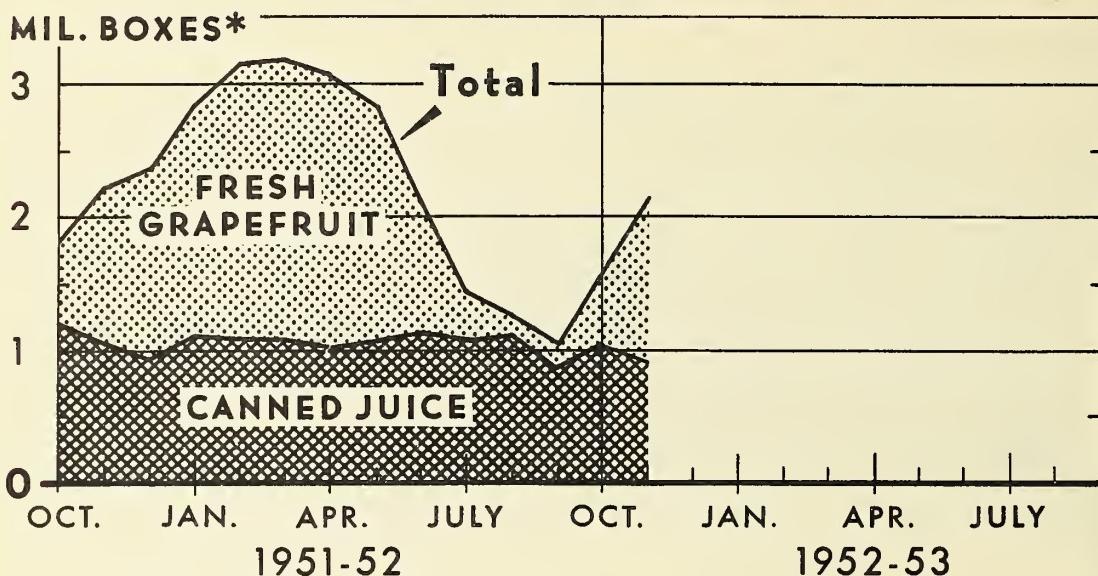
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,045	1,005	1,008	6,156	5,716
December	3,127		2,030			1,033		6,190
October-December 2/	8,202		6,609			3,619		18,460
January		3,101		2,528		1,289		6,918
February		3,275		2,774		1,607		7,656
March		3,301		2,737		1,399		7,437
October-March 2/		18,775		15,338		8,358		42,471
April		3,103		2,616		1,310		7,029
May		2,846		2,977		1,168		6,991
June		2,174		2,976		1,295		6,445
October-June 2/		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season 2/		31,738		33,908		15,923		81,569

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

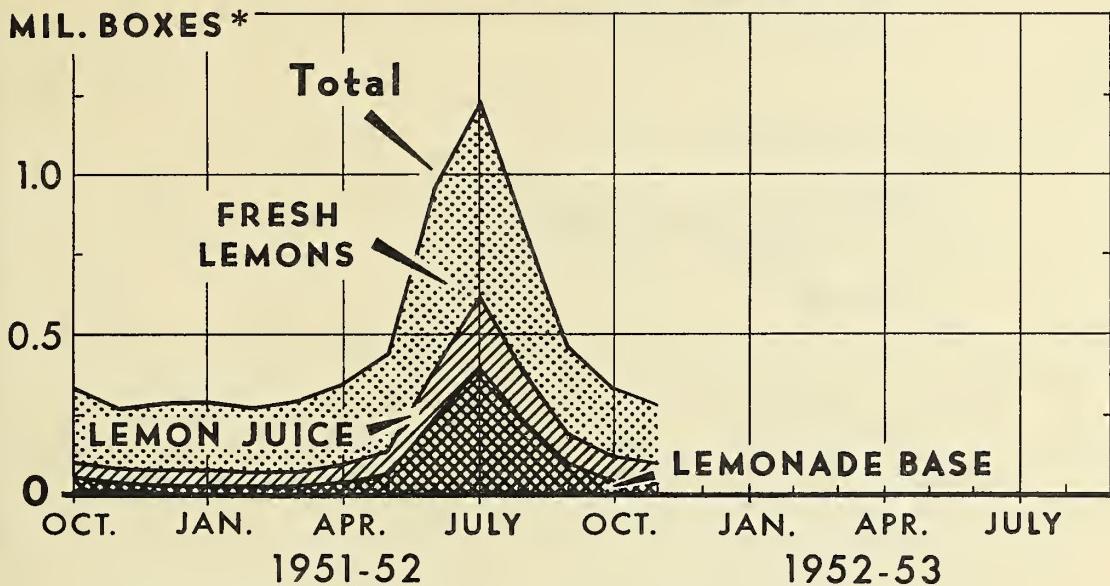
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes  
of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
October	1,000	1,000	1,000	1,000	1,000	1,000
November	545	606	1,030	1,201	1,575	1,807
December	1,240	1,182	900	1,055	2,140	2,237
October-December 2/	1,453	3,638	934	3,478	7,116	2,387
January						
February						
March						
October-March 2/		10,026		7,056		17,082
April						
May						
June						
October-June 2/		15,147		10,534		25,681
July						
August						
September						
Season 2/		15,907		13,849		29,756

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice		Lemonade bases				Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	76	47	39	40	42	45	327	328
November	184	192	63	47	27	27	29	31	276	270
December	209		48		19		22		279	
October-December 3/	683		150		92		106		949	
January		206		53		22		24		283
February		202		45		18		23		270
March		218		51		21		25		294
October-March 3/		1,369		318		156		182		1,869
April		251		60		33		38		349
May		308		72		55		65		445
June		577		144		205		239		960
October-June 3/		2,589		615		469		517		3,751
July		598		225		336		400		1,223
August		452		154		200		228		834
September		269		95		86		98		462
Season 3/		4,012		1,139		1,134		1,298		6,449

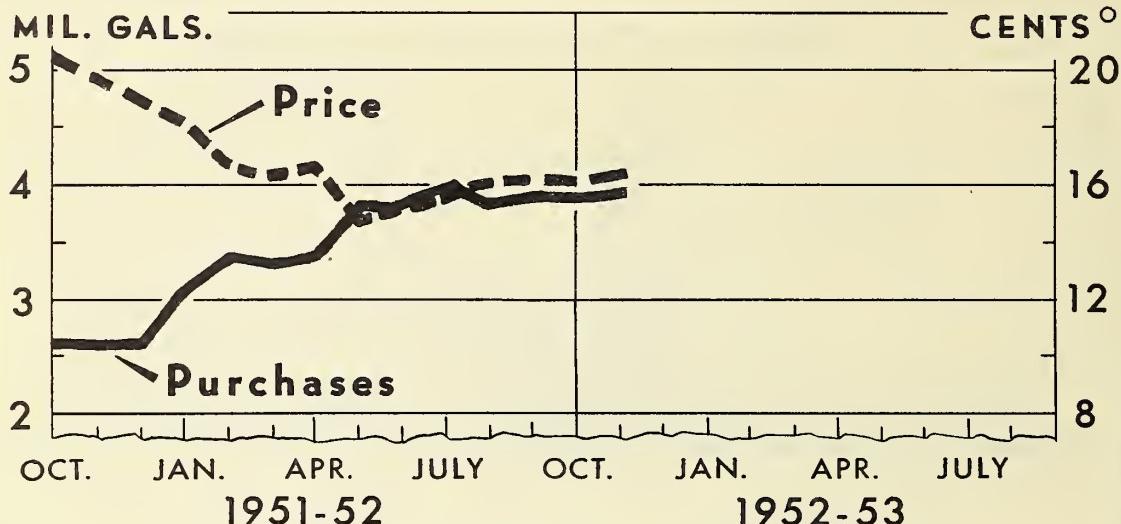
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

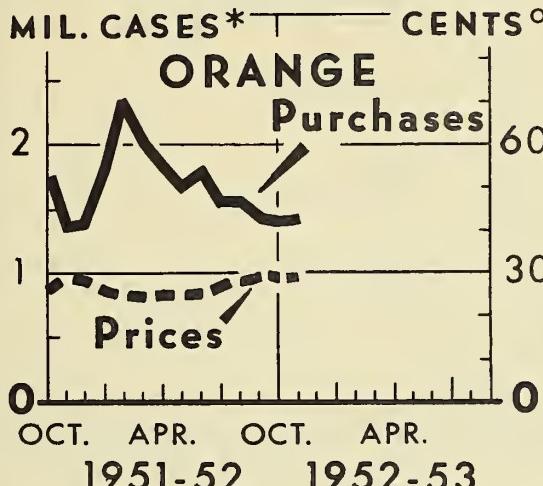
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices	
			per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December		2,619		19.1
October-December 1/		8,528		
January		3,060		18.2
February		3,358		16.7
March		3,314		16.3
October-March 1/		19,096		
April		3,350		16.5
May		3,812		14.8
June		3,811		15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,521		

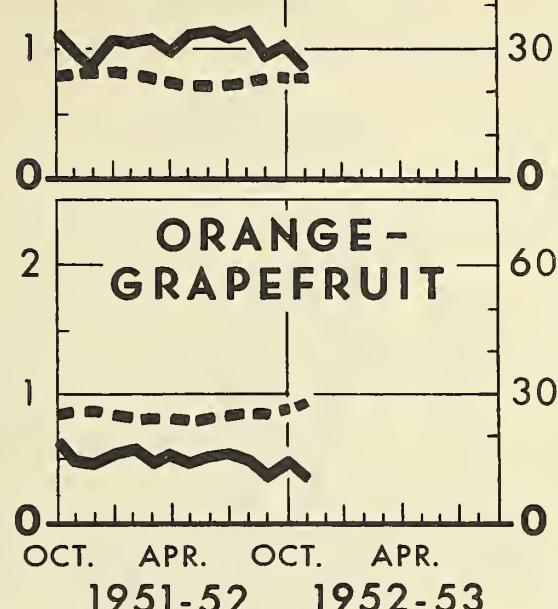
1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



# MIL. CASES\* CENTS° GRAPEFRUIT



\* EQUIVALENT CASES OF 24 #2's

° CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG 48917 -XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

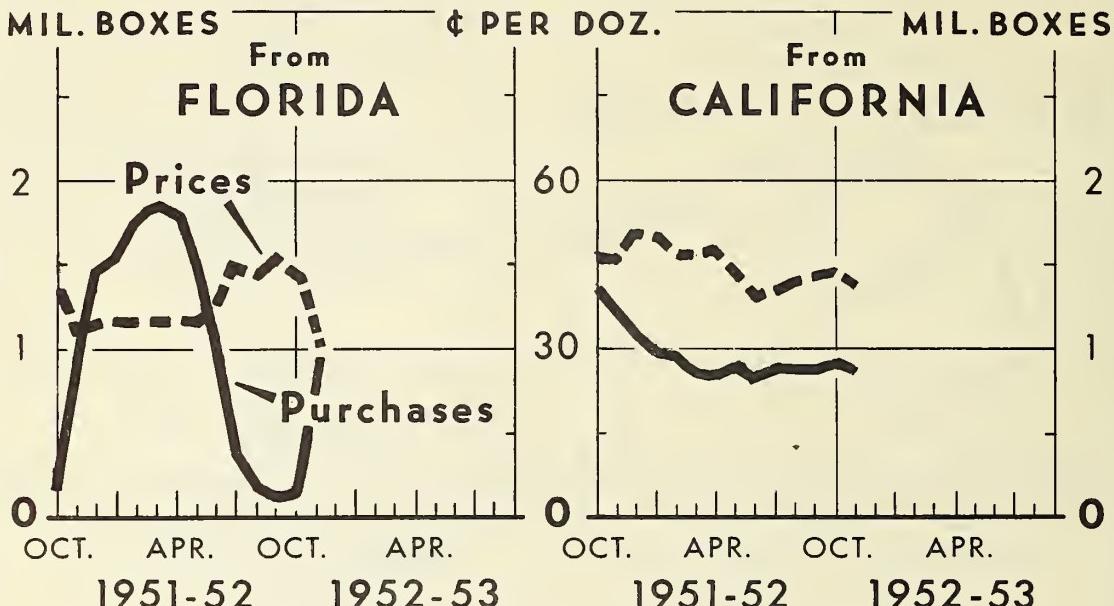
Period	Orange			Grapefruit			Orange-grapefruit blend		
	Purchases	Average prices		Purchases	Average prices		Purchases	Average prices	
	: 1,000 cases 1/	: cases 1/	Cents	: 1,000 cases 1/	: cases 1/	Cents	: 1,000 cases 1/	: cases 1/	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.1	450	611
November	1,412	1,325	29.6	28.3	875	996	23.7	393	477
December	1,377			28.2		868	23.8	448	27.6
October-December 2/	4,830				3,240			1,656	
January		1,812	26.6		1,068		24.0	528	25.3
February		2,309	24.6		1,011		23.1	557	24.4
March		2,016	24.4		1,062		22.2	474	23.4
October-March 2/	11,570				6,692			3,343	
April		1,817	24.9		988		21.9	506	24.0
May		1,615	25.1		1,091		21.2	460	23.7
June		1,790	25.3		1,126		21.2	511	24.5
October-June 2/	17,491				10,136			4,937	
July		1,540	27.1		1,075		22.1	524	24.9
August		1,538	27.7		1,116		22.3	473	25.6
September		1,428	29.0		936		22.9	336	25.9
Season 2/	22,036				13,491			6,383	

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48918-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000	42.4	40.7	1,000	1,000	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,168		34.8		1,116		50.8	
October-December 1/	2,921				3,874			
January	1,565		34.6		974		50.5	
February	1,735		34.0		956		46.5	
March	1,869		34.8		862		46.6	
October-March 1/	8,572				6,917			
April	1,809		35.3		826		47.2	
May	1,521		35.2		885		42.2	
June	969		38.0		826		38.7	
October-June 1/	13,155				9,632			
July	392		44.6		884		39.8	
August	195		43.7		876		41.2	
September	117		45.1		865		42.9	
Season 1/	13,893				12,483			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

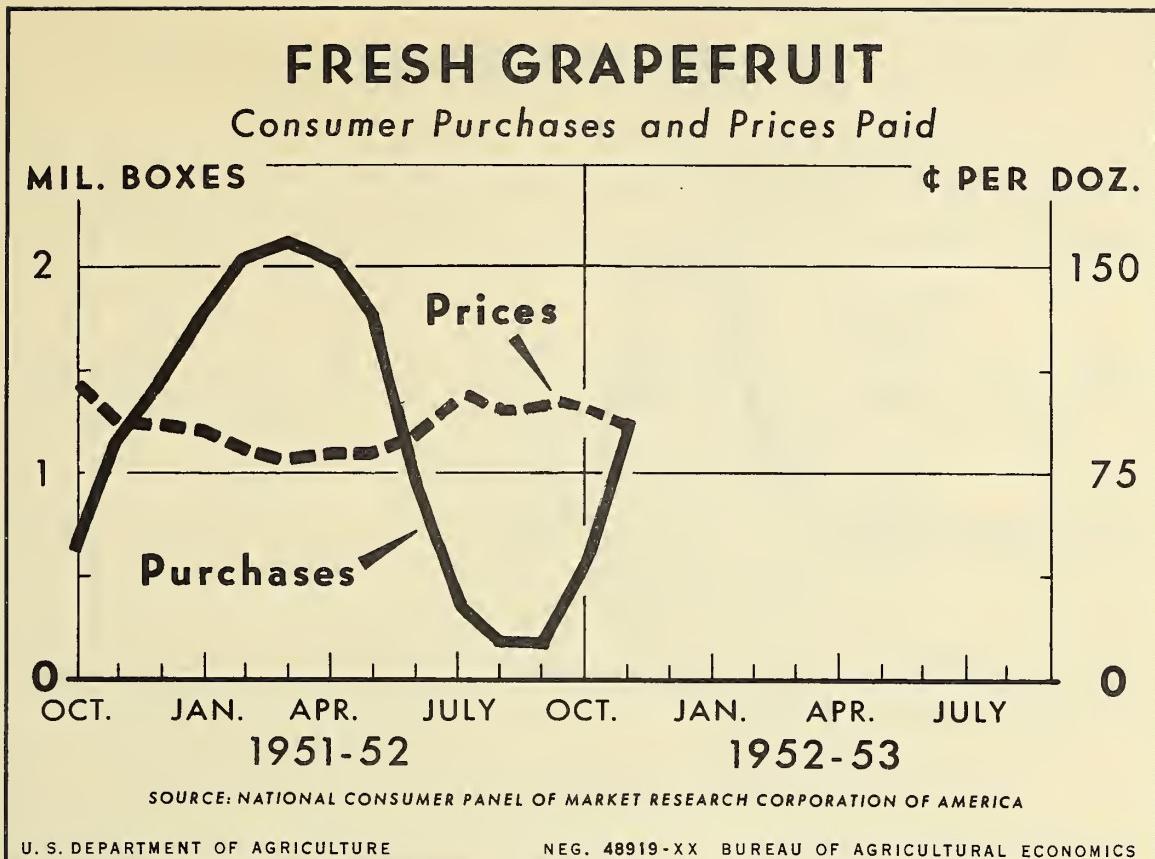


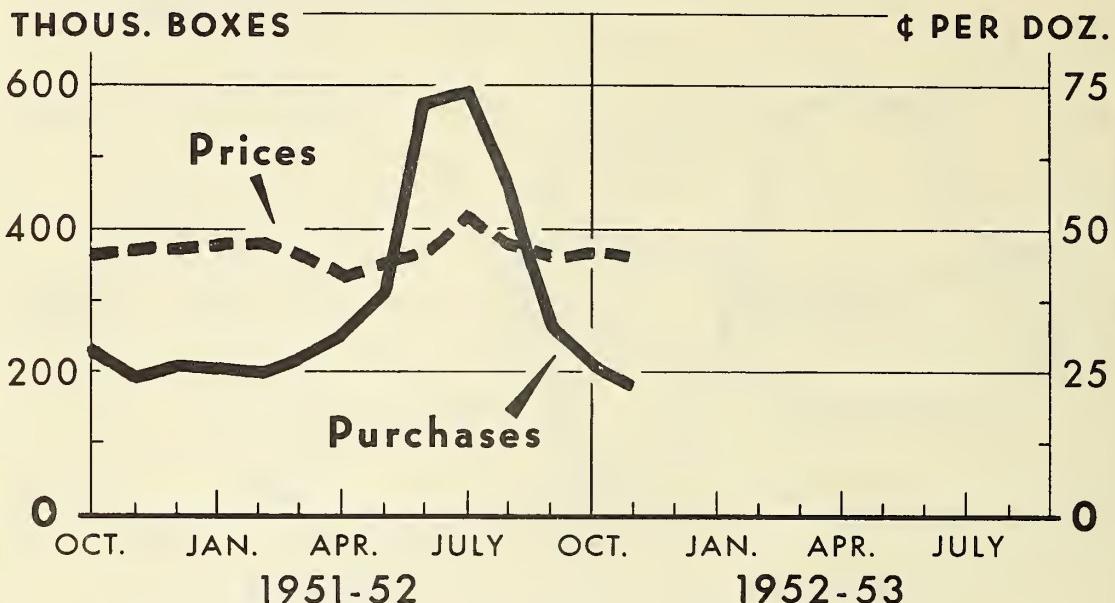
Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December		1,453		92.4
October-December 1/		3,638		
January		1,732		90.7
February		2,033		84.1
March		2,113		81.8
October-March 1/		10,026		
April		2,061		83.0
May		1,760		84.4
June		986		90.9
October-June 1/		15,117		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48920-XX BUREAU OF AGRICULTURAL ECONOMICS

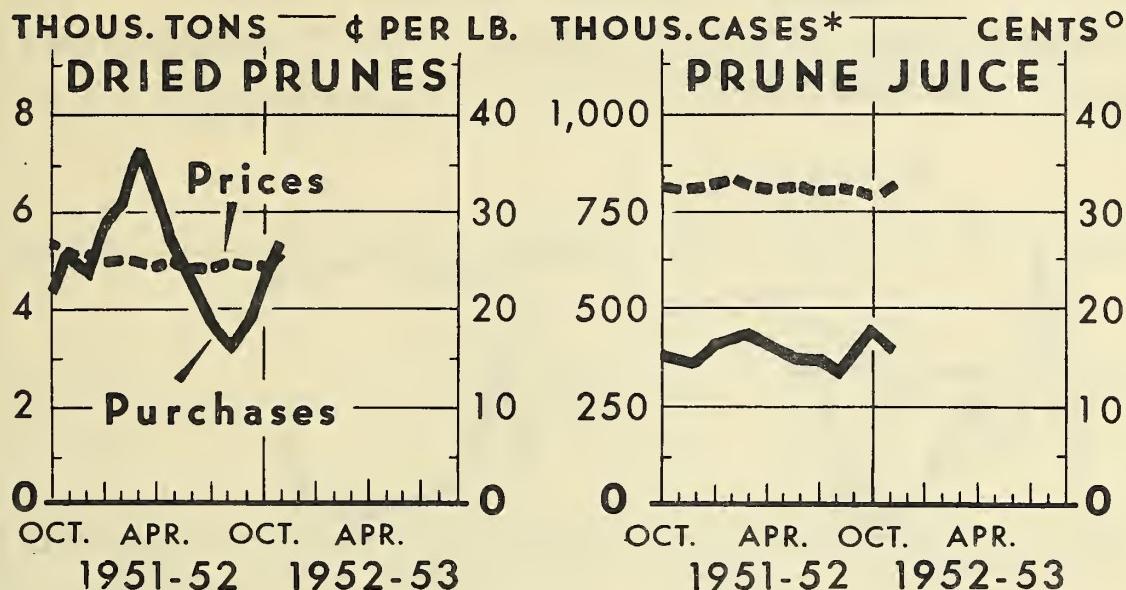
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December		209		46.8
October-December 1/		683		
January		206		47.4
February		202		47.8
March		218		45.9
October-March 1/		1,369		
April		251		42.9
May		303		44.2
June		577		45.6
October-June 1/		2,589		
July		598		51.5
August		152		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

○ CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December		4,793		25.4		357		32.5
October-December 2/		15,871				1,220		
January		5,884		25.0		396		32.3
February		6,292		25.1		445		32.9
March		7,276		24.5		435		32.5
October-March 2/		37,068				2,578		
April		6,110		24.5		417		32.2
May		5,112		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

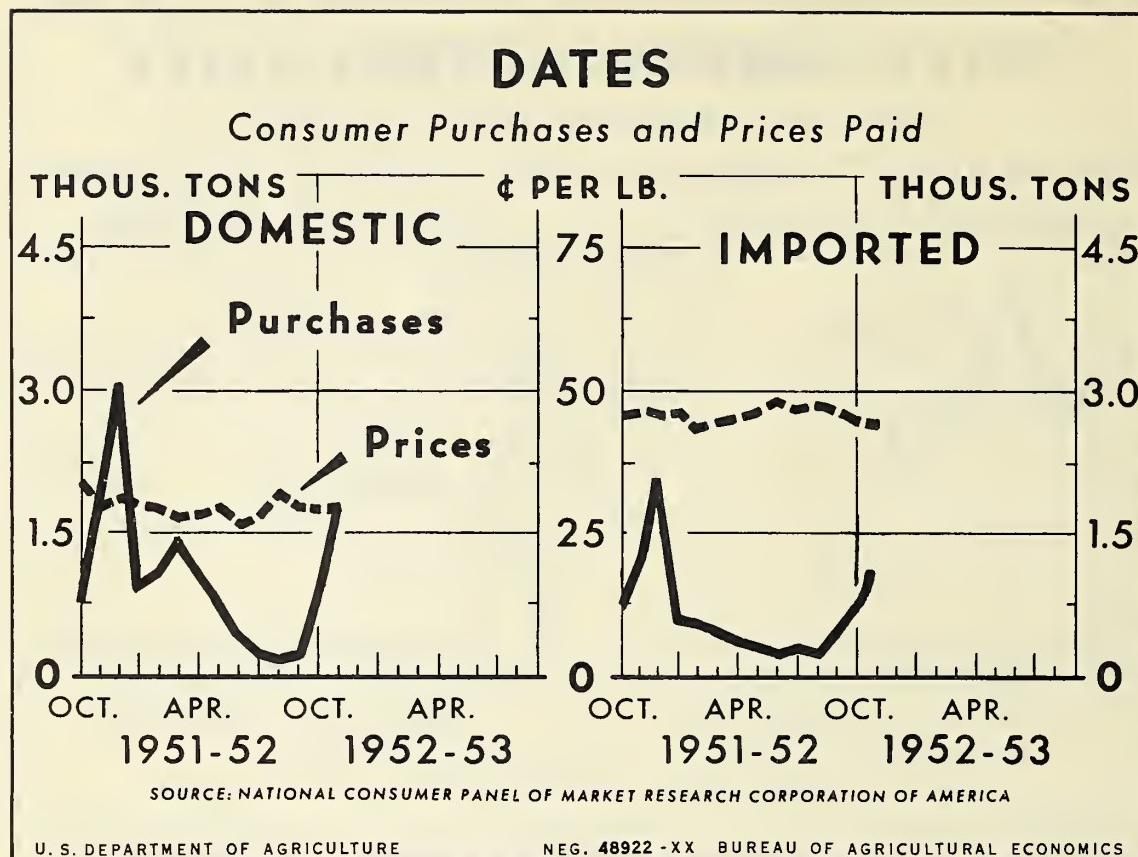


Fig. 10.--Dates: Consumer purchases and average prices paid, October 1951 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	887	768	29.5	33.7	750	761	44.9	45.2
November	1,716	1,906	29.9	29.6	1,273	1,254	44.0	46.2
December	3,041			30.6		2,069		45.7
October-December 1/	6,251					4,456		
January	939		29.3		559		46.0	
February	1,086		28.9		555		43.3	
March	1,407		27.3		446		44.3	
October-March 1/	9,917				6,146			
April	1,072		27.9		362		45.2	
May	814		28.5		288		46.1	
June	408		26.2		216		48.0	
October-June 1/	12,331				7,105			
July	238		27.9		271		46.7	
August	149		31.6		216		47.6	
September	201		29.8		179		46.1	
Season 1/	12,969				8,132			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single strength juices and ade: U. S. total consumer purchases and average price, November 1952 and 1951 (4-week period)

Commodity	Per buying family										Average price per unit	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase		Unit			
	1952	1951	1952	1951	1952	1951	1952	1951	1952	1951	1952	1951
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Ounces	Cents	Cents
Canned juices												
Orange	13.4	14.0	1,412	1,325	1.8	1.7	58.8	58.4	46	29.6	28.3	
Grapefruit	9.2	9.4	875	996	1.6	1.6	57.0	62.3	46	23.6	23.7	
Orange & gfpt. blend	4.5	5.5	393	477	1.5	1.5	56.9	56.8	46	27.6	26.2	
Tangerine	2/	1.7	2/	128	2/	1.3	2/	54.2	46	2/	23.3	
Lemon	2.5	2.1	51	43	1.3	1.3	14.7	13.7	5½	11.2	10.3	
Apple	4.1	3.5	343	296	1.6	1.6	49.4	51.9	32	23.0	22.4	
Grape	4.5	4.0	187	179	1.3	1.3	30.2	32.2	32	35.6	37.5	
Pineapple	15.1	18.4	1,209	1,675	1.6	1.5	49.6	56.3	46	29.5	28.6	
Prune	6.4	5.8	399	362	1.7	1.6	35.4	36.5	32	32.5	32.5	
Tomato	19.8	18.0	1,739	1,460	1.7	1.7	50.2	48.2	46	27.7	27.7	
Vegetable combination	3.9	3.6	198	219	1.3	1.5	35.9	37.2	46	39.1	38.3	
Other juices	3/	3/	273	327	3/	3/	35.1	34.8	46	37.3	40.2	
Total	51.3	51.9	7,109	7,487	2.8	2.8	48.4	50.4				

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases for analysis.

3/ Information not available.

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Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, November 1952 and 1951 (4-week period).

Commodity	Per buying family										Average price per unit	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase		Unit			
	1952	1951	1952	1951	1952	1951	1952	1951	1952	1951	1952	1951
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices												
Orange	27.1	21.1	3,929	2,600	2.5	2.4	16.2	14.8	6	16.3	19.7	
Grape	3.1	2.5	160	110	1.6	1.5	9.5	9.0	6	22.4	22.2	
Other concentrates	1/	1/	85	70	1/	1/	10.2	12.6	6	18.1	18.1	
Total	28.4	22.3	4,307 2/	2,876 2/	2.7	2.6	15.5	14.2				
Ade bases												
Frozen Lemonade	2.0	1.6	110	106	1.4	1.4	11.1	12.6	6	17.0	14.4	
Shelf pack Lemonade	.2	.3	8	15	1.0	1.1	11.3	12.9	6	15.0	14.5	

1/ Information not available.

2/ Total quantity includes a small amount of purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price,  
November 1952 and 1951 (4-week period)

Commodity	Per buying family										Average price per dozen	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase					
	1952 Percent	1951 Percent	1952 1,000 boxes	1951 1,000 boxes	1952 Number	1951 Number	1952 Number	1951 Number	1952 Cents	1951 Cents		
Orange												
California-Arizona	16.5	23.7	866	1,186	1.9	2.0	12.7	11.4	41.7	45.2		
Florida	18.9	20.1	947	981	1.7	1.8	14.3	14.0	30.3	32.8		
Unidentified	11.0	11.1	385	503	1.5	1.5	11.3	11.2	37.1	38.4		
Total	39.3	46.7	2,240 <u>1/</u>	2,693 <u>1/</u>	2.1	2.1	13.1	12.3	36.0	39.0		
Grapefruit												
California-Arizona	2.6	2.4	80	92	1.3	1.5	4.2	3.8	84.4	91.8		
Florida	13.4	13.1	646	619	1.9	1.9	4.1	4.3	89.8	93.3		
Unidentified	11.5	11.7	443	384	1.6	1.5	4.1	3.7	92.4	93.7		
Total	25.7	25.8	1,240 <u>1/</u>	1,182 <u>1/</u>	1.9	1.9	4.1	4.0	90.8	93.5		
Tangerines												
Lemons	2.4	2.6	63	71	1.1	1.1	8.8	9.3	46.6	45.0		
	16.4	18.6	184	192	1.6	1.6	5.7	5.2	45.3	46.7		

1/ Includes small purchases of Texas fruit.

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Table 4.--Dried fruit: U. S. total consumer purchases and average price,  
November 1952 and 1951 (4-week period)

Commodity	Per buying family										Average price per pound	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase					
	1952 Percent	1951 Percent	1952 Tons	1951 Tons	1952 Number	1951 Number	1952 Ounces	1951 Ounces	1952 Cents	1951 Cents		
Apricots	2.5	2.8	479	622	1.2	1.2	12.3	13.2	68.8	58.5		
Dates												
Domestic	5.4	5.4	1,716	1,906	1.2	1.2	18.1	19.9	29.9	29.6		
Imported	6.6	7.3	1,273	1,254	1.2	1.2	11.4	10.6	44.0	46.2		
Unidentified	2.2	2.1	802	659	1.2	1.1	21.7	22.2	26.1	25.0		
Total	13.4	14.1	3,791	3,819	1.3	1.2	15.5	15.6	33.9	34.3		
Mixed dried fruit <u>1/</u>	-	-	-	-	-	-	-	-	-	-		
Peaches	1.4	1.4	271	355	1.1	1.2	12.7	14.7	41.8	43.7		
Prunes	13.0	12.9	5,353	5,184	1.3	1.2	22.9	23.2	25.3	25.8		

1/ Too few purchases reported for analysis.

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